



Rep Order# 7914521 Ver# 9 Mod# 3 Status Confirmed Traffic Order# 103560 Printed: 10/23/2012 10:01 AM 1 of 5  
EC'd Yes Last Received: 10/23/2012 9:55 AM  
Showing Buylines: All Lines

Station WTHR-TV INDIANAPOLIS, IN  
Advertiser ( ) DONNELLY, JOE  
Product DONNELLY/SEND  
Estimate# 2507  
Buyer Erica Corso  
Phone#  
Fax#  
Agency ( ) BUYING TIME, LLC  
650 MASSACHUSETTS AVE NW, SUITE 210  
WASHINGTON, DC 20001  
Agency C/P1/P2/E 299/301/2507  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MEREDITH RADOW  
Salesperson Phone# 212-408-3622  
Salesperson FAX# 212-445-0968

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	4A-430A	EARLY TODAY	:30	\$25.00	10/23-10/26	4	1	4	\$100.00	
			Buyline Comment: 1X DAY									
	5	M	4A-430A	EARLY TODAY	:30	\$25.00	10/29-10/29	1	1	1	\$25.00	
	6	TU-F	136A-205A	LAST CALL W/ CARSON DALY	:30	\$30.00	10/23-10/26	4	1	4	\$120.00	
			Buyline Comment: 1X DAY									
	10	M	136A-205A	LAST CALL W/ CARSON DALY	:30	\$30.00	10/29-10/29	1	1	1	\$30.00	
	11	TU-F	430A-459A	EYEWITNESS NEWS SUNRISE	:30	\$50.00	10/23-10/26	4	1	4	\$200.00	
			Buyline Comment: 1X DAY									
	15	M	430A-459A	EYEWITNESS NEWS SUNRISE	:30	\$50.00	10/29-10/29	1	1	1	\$50.00	
	16	TU-F	11A-12P	JEFF PROBST	:30	\$200.00	10/23-10/26	5	1	5	\$1,000.00	
	20	M	11A-12P	JEFF PROBST	:30	\$200.00	10/29-10/29	1	1	1	\$200.00	
	21	TU-F	5A-530A	SUNRISE NEWS	:30	\$250.00	10/23-10/26	4	1	4	\$1,000.00	
			Buyline Comment: 1X DAY									
	25	M	5A-530A	SUNRISE NEWS	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	



3  
4  
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	26	TU-F	2P-3P	DR. OZ	:30	\$400.00	10/23-10/26	4	1	4	\$1,600.00	
		Buyline Comment: 1X DAY										
	28	M	2P-3P	DR. OZ	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
	29	TU-F	1230P-1P	EYEWITNESS NEWS AT 1230P	:30	\$450.00	10/23-10/26	4	1	4	\$1,800.00	
		Buyline Comment: 1X DAY										
	33	M	1230P-1P	EYEWITNESS NEWS AT 1230P	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
	34	TU-F	10A-11A	TODAY SHOW 3	:30	\$300.00	10/23-10/26	4	1	4	\$1,200.00	
		Buyline Comment: 1X DAY										
	38	M	10A-11A	TODAY SHOW 3	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
	39	TU-F	12P-1230P	EYEWITNESS NEWS 12-1230P	:30	\$300.00	10/23-10/26	4	1	4	\$1,200.00	
		Buyline Comment: 1X DAY										
	43	M	12P-1230P	EYEWITNESS NEWS 12-1230P	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
	44	SA	6A-7A	SATURDAY SUNRISE	:30	\$300.00	10/27-10/27	2	1	2	\$600.00	
	45	TU-F	9A-10A	TODAY SHOW	:30	\$350.00	10/23-10/26	4	1	4	\$1,400.00	
		Buyline Comment: 1X DAY										
	49	M	9A-10A	TODAY SHOW	:30	\$350.00	10/29-10/29	1	1	1	\$350.00	
	50	TU-F	530A-6A	SUNRISE NEWS	:30	\$400.00	10/23-10/26	4	1	4	\$1,600.00	
		Buyline Comment: 1X DAY										
	54	M	530A-6A	SUNRISE NEWS	:30	\$400.00	10/29-10/29	1	1	1	\$400.00	
	55	TU-F	3P-4P	ELLEN	:30	\$400.00	10/23-10/26	4	1	4	\$1,600.00	
		Buyline Comment: 1X DAY										



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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	60	TU-W,F	1P-2P	DAYS OF OUR LIVES	:30	\$450.00	10/23-10/26	3	1	3	\$1,350.00	
	Buyline Comment: 1X DAY											
	62	TH	1P-2P	DAYS OF OUR LIVES	:30	\$450.00	10/25-10/25	2	1	2	\$900.00	
	64	M	1P-2P	DAYS OF OUR LIVES	:30	\$450.00	10/29-10/29	1	1	1	\$450.00	
	65	SU	8A-9A	SUNDAY TODAY	:30	\$750.00	10/28-10/28	1	1	1	\$750.00	
	66	SA	7A-8A	SATURDAY TODAY	:30	\$500.00	10/27-10/27	1	1	1	\$500.00	
	67	SU	7A-8A	SUNDAY SUNRISE	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
	68	SA	8P-9P	NBC ENCORES	:30	\$500.00	10/27-10/27	1	1	1	\$500.00	
	69	SA	6P-630P	EYEWITNESS NEWS WEEKEND	:30	\$550.00	10/27-10/27	1	1	1	\$550.00	
	70	SU	6P-630P	EYEWITNESS NEWS WEEKEND	:30	\$550.00	10/28-10/28	1	1	1	\$550.00	
	71	TU-F	4P-5P	DR. PHIL	:30	\$550.00	10/23-10/26	4	1	4	\$2,200.00	
	Buyline Comment: 1X DAY											
	75	M	4P-5P	DR. PHIL	:30	\$550.00	10/29-10/29	1	1	1	\$550.00	
	76	TU-F	7A-9A	TODAY SHOW	:30	\$700.00	10/23-10/26	8	1	8	\$5,600.00	
	Buyline Comment: 2X DAY											
	80	M	7A-9A	TODAY SHOW	:30	\$700.00	10/29-10/29	2	1	2	\$1,400.00	
	81	SU	1130P-1205A	NEWS	:30	\$700.00	10/28-10/28	1	1	1	\$700.00	



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	82	SA	10P-11P	NBC ENCORES	:30	\$850.00	10/27-10/27	1	1	1	\$850.00	
	83	F	8P-9P	MOCKINGBIRD LANE	:30	\$850.00	10/26-10/26	1	1	1	\$850.00	
	84	SA	9P-10P	NBC ENCORES	:30	\$500.00	10/27-10/27	1	1	1	\$500.00	
	85	TU-F	5P-6P	EYEWITNESS NEWS AT 5P	:30	\$900.00	10/23-10/26	8	1	8	\$7,200.00	
	Buyline Comment: 2X DAY											
	89	M	5P-6P	EYEWITNESS NEWS AT 5P	:30	\$900.00	10/29-10/29	2	1	2	\$1,800.00	
	90	TU-F	7P-730P	WHEEL OF FORTUNE	:30	\$1,450.00	10/23-10/26	4	1	4	\$5,800.00	
	Buyline Comment: 1X DAY											
	94	M	7P-730P	WHEEL OF FORTUNE	:30	\$1,450.00	10/29-10/29	1	1	1	\$1,450.00	
	96	SU	7P-8P	FOOTBALL NIGHT IN AM	:30	\$1,500.00	10/28-10/28	1	1	1	\$1,500.00	
	97	TU,TH	730P-8P	JEOPARDY	:30	\$1,600.00	10/23-10/25	1	1	1	\$1,600.00	
	Buyline Comment: 1X DAY											
	99	M	730P-8P	JEOPARDY	:30	\$1,600.00	10/29-10/29	1	1	1	\$1,600.00	
	100	TU-F	6P-630P	EYEWITNESS NEWS AT 6P	:30	\$1,750.00	10/23-10/26	4	1	4	\$7,000.00	
	Buyline Comment: 1X DAY											
	104	M	6P-630P	EYEWITNESS NEWS AT 6P	:30	\$1,750.00	10/29-10/29	1	1	1	\$1,750.00	
	105	TU-SA	11P-1135P	EYEWITNESS NWS @ 11P	:30	\$1,750.00	10/23-10/27	6	1	6	\$10,500.00	
	111	M	11P-1135P	EYEWITNESS NWS @ 11P	:30	\$1,750.00	10/29-10/29	1	1	1	\$1,750.00	
	112	TU-F	530A-6A	NEWS	:30	\$400.00	10/23-10/26	1	1	1	\$400.00	





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	113	F	730P-8P	JEOPARDY	:30	\$1,600.00	10/26-10/26	1	1	1	\$1,600.00	

---REPORT TOTALS---

Report Totals: 125 / \$78,525.00

---SALES MONTHLY TOTALS---

Oct 12: 104 / \$65,320.00 Nov 12: 21 / \$13,205.00  
 Sales Totals: 125 / \$78,525.00  
 Station Totals: 125 / \$78,525.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$224,357	CABL 0%	ETHR 0%	JTHR 0%	UNKN 65%	WALV 0%
		WISH 0%	WNDY 0%	WRTV 0%	WTHR 35%	WTTV 0%
		WXIN 0%				

Books null  
 Demos RA35+

